

Please know the key points and issues in the cases we have discussed:

Weeks 1-5: ILinc, SELCO, CRISPR, Segway, Theranos, Uber, Dell, Privo, UMass Rabies Monoclonal Antibody

Weeks 6-8: Invisawear, Tesla, ZipCar, KickStarter, Google,

The first exam covers weeks 1-5. The final exam is comprehensive over all weeks and chapters.

Terms that you should know, understand, and be able to cite examples of:

Weeks 1 to 5.

1. Schumpeter: Creative Destruction
2. Christensen: Disruptive Innovation
3. Sustaining Innovation
4. Characteristics (and Myths) of Entrepreneurs.
5. Types of Entrepreneurship – new ventures, technological, social, corporate, lifestyle, salary substitute, etc.
6. Opportunity Gap
7. Opportunity Recognition and Entrepreneurial Awareness
8. Moore's Law-doubling computer power
9. Gilder's Law – doubling bandwidth
10. Metcalf's Law-value of a network is proportional to the square of the number of people in the network.
11. Trends and Forces: Technological, Social, Economic, Political/Legal/Regulatory
12. Feasibility Analysis: Product/Service; Industry/Target Market; Organizational; Financial
13. Concept statement, Concept test
14. Sources of irrational decision making(confirmation bias, availability bias, overconfidence bias, prospect theory, priming and anchor points.)
15. Primary and Secondary Research
16. Teams and characteristics -homogeneity versus heterogeneity
17. Management, Board of Directors, Investors, Advisory Board, Legal advisors, Inside Director, Outside Director
18. Patents, characteristics, and types, advantages and disadvantages, changes in 2013.
19. Idea flow- patents, licensing, new ventures, and human capital flow.
20. Opportunity: Attractive, timely, durable, adds value to customer.
21. Founders agreement
22. Exit Strategy
23. Sole Proprietorship
24. Corporation (C and S Corps)
25. Partnership (and Limited Liability Partnerships)
26. Limited Liability Corporation
27. 501 C (3) non-profit corporation
28. Be able to explain how each form deals with liability, profits, taxation, and ownership
29. "Tone from the Top"
30. Crossing the chasm.
31. Bayh-Dole act
32. Patent Trolls
33. Trademarks
34. Copyright
35. Trade Secrets
36. Causal and Effectual Models
37. Business Model and its components
38. Business model innovation

39. Core Strategy
40. Strategic Resources
41. Business Model Canvas
42. Lean Launchpad
43. Steve Blank
44. NSF iCore Program
45. Minimum Viable Product (MVP)
46. Iterate and Pivot
47. Get out of the building
48. No business plan survives first contact with customers
49. Customer Discovery, Validation, Creation
50. Parts of Any Business Plan
51. Elevator Pitch

Part 2

Weeks 5-8 (The final exam is comprehensive over all eight weeks.)

1. Emerging, Fragmented, Mature, Declining, and Global Industries. Examples of each.
2. Porter 5 Force Analysis
3. Angel Investors, Friends and Family, Bootstrapping -characteristics of each
4. Crowd-funding
5. Venture Capital
6. IPO
7. Loans and conditions
8. 4 P's of Marketing -Product, Price, Promotion, Place (and strategies for each)
9. Segmenting the market, Target Market
10. Brand management
11. Forming an effective team (size, composition, etc)
12. Profitability, Liquidity, Efficiency
13. ROI, ROA, Leverage, Debt to Equity
14. Average Inventory Turnover Rate
15. Return on Assets
16. Net Sales to Total Assets
17. Financial statements versus pro-forma financial statements
18. Income Statement, Balance Sheet, Cash flow statement,
19. Profit Margin
20. Price to Earnings (P/E) Ratio for publicly traded corporations
21. Current Assets, Fixed Assets, Quick Assets
22. Working Capital, Current Ratio, Debt Ratio
23. Current Liabilities, Long Term Liabilities, Owners Equity